Department of Health and Human Services

CDC

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DEPARTMENT OF HEALTH AND HUMAN SERVICES

CDC

Vision for Sharing EMERGENCY Public Health Practice Information

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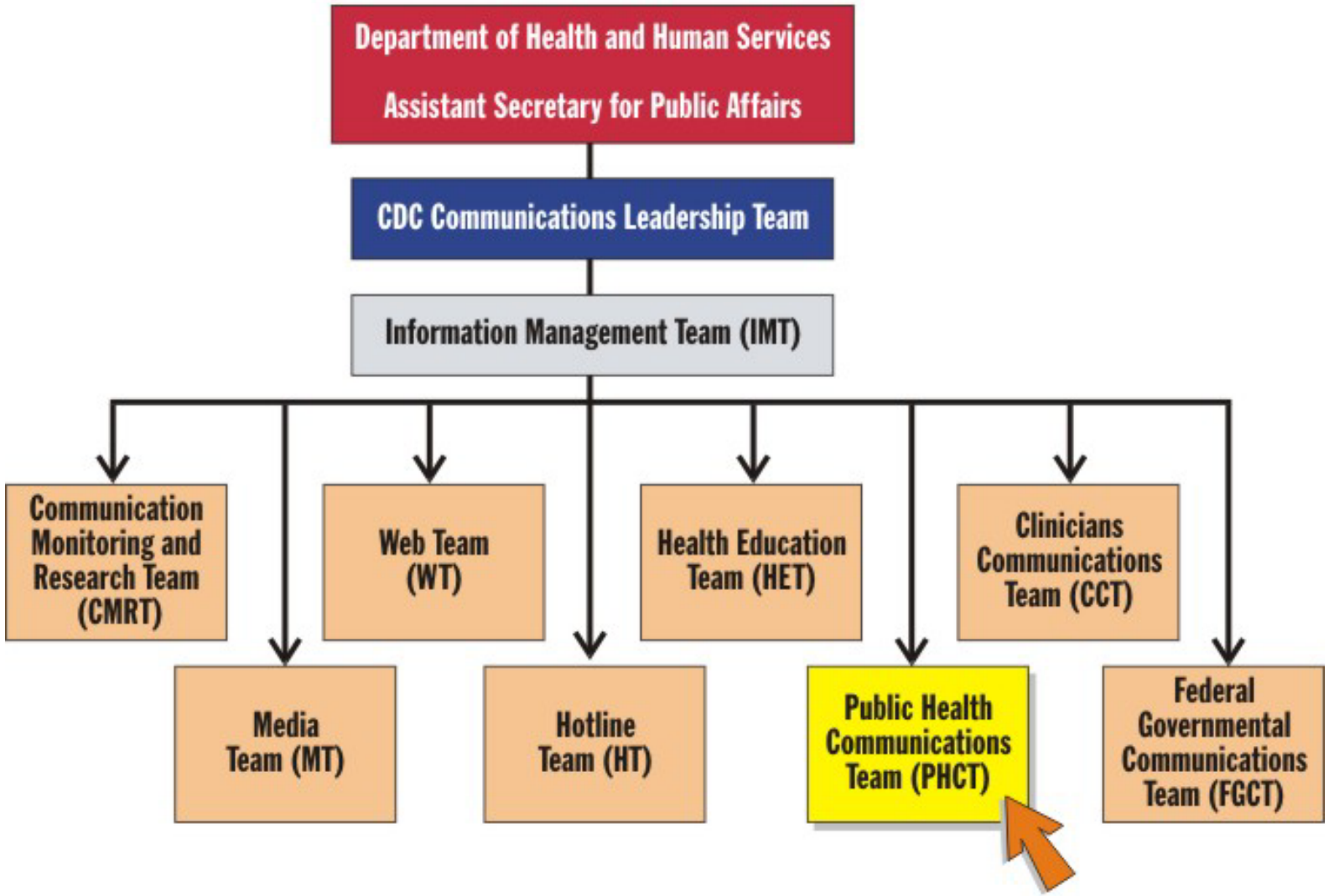
Communication Principles

- Rapid, effective and consistent communications
- Emphasize coordination - internal & external
- Agency speaks and responds in one voice

Emergency Communication System



Public Health Workforce Team

- Identify critical groups and channels to reach them
- Work with HAN and EPI-X on message disseminations
- Arrange regular briefings and updates
- Respond to inquiries
- Coordinate information dissemination efforts with EOC and other ECS teams
- Gather feedback

Post and Push Communications

Post –

- Audience-specific teleconferences
- Web pages
- EPI-X postings
- Archived broadcasts

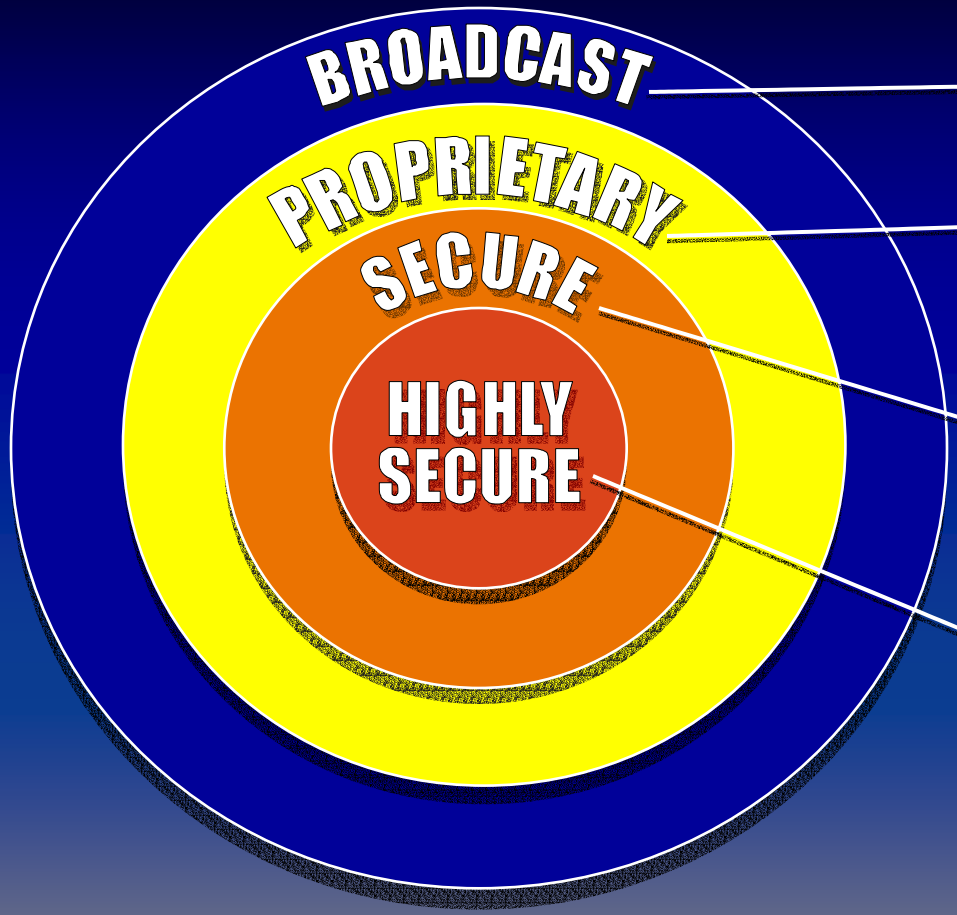
Push –

- EPI-X & HAN with pro-active alerting
- HAN
- Satellite broadcasts
- Clinician E-mail list-serv

Push with Purpose

- Messaging based on need for security
  - Limited distribution
  - Protected “reading rooms”
- Messaging based on end use
  - Immediate practice implications
  - Reference/resource material
  - General information for many

Targeting Communication



- Public information
- Targeted distribution
- Open access
- Limited distribution
- Limited access
- Extremely limited distribution
- Limited access
- Confidential

Challenges…

- Post the right information
- Push information
  - Appropriate urgency
  - Appropriate target(s)
  - Appropriate mechanism(s)
- **Complete the feedback loop**